

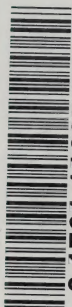
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***IT'S GOOD
BUSINESS
FOR YOU...***



....to support Canada's **DO IT NOW**

Winter Employment Campaign

Each winter Canada faces the problem of winter unemployment which costs Canadians hundreds of millions of dollars annually in lost wages, production and purchasing power.

Although the greatest losses occur in the construction and allied industries, the effects are felt by all businesses and by all Canadians.

It was because of this serious problem that the Do It Now Winter Employment Campaign was originated more than a decade ago.

The Winter Employment Campaign has always been directed to businessmen and consumers in an effort to stimulate winter markets and provide more jobs for Canadians.

Employers will be asked to level out their production operations as much as possible over a 12-month period in order to make better year-round use of existing skilled manpower.

As a businessman and a consumer you can contribute to this policy and you will find that it is good business for you. Here are a few suggestions for your consideration:

How you can support the campaign

- ✓ Use Do It Now promotional material wherever possible in your winter advertising and promotional programs on television, radio and in printed media. Every little bit helps—a little space or a few seconds when TV or radio programs run short.
- ✓ Promote your own goods and services under the Do It Now theme, particularly if you have a slack-off in winter business. In this way you can take advantage of a winter market pre-conditioned by publicity.
- ✓ Introduce new and imaginative sales and merchandising approaches—offer incentives to your customers and salesmen for winter orders, provide extra services, dealer stimulation, sales training sessions, etc.
- ✓ Encourage training and/or re-training of your staff, working in conjunction with your Canada Manpower Centre.
- ✓ Have your redecoration and renovation work done during the winter months when tradesmen are generally not so busy.
- ✓ Produce and stockpile your standard products in the winter for spring delivery.
- ✓ Build new plants, or additions to existing ones, during the winter.
- ✓ Endeavour to plan your production operations evenly over a 12-month period.
- ✓ Investigate new applications for your existing products and the manufacture and distribution of additional products suitable for winter marketing.
- ✓ Seek new ways to overcome cold weather inertia of your potential customers.

Where you can get your DO IT NOW tie-in material

Companies and businesses wishing to support the Campaign on a public service basis can make arrangements for television clips with any private or network station in Canada.

Radio advertisers can also assist the Campaign by use of public service announcements available during the winter months at all radio stations or from your Canada Manpower Centre.

Local and national advertisers using newspapers, magazines, trade journals, etc. can obtain drop-in material at all print media or from the Canada Manpower Centre. Many companies in the building supply and allied industries have used the Do It Now theme most successfully in the promotion of their goods and services.

Many advertisers using billboard posters sponsor the winter work message through arrangement with billboard operators. The Do It Now billboard poster is designed to allow space for the sponsor's sales message and company name.

Promotional material including attractive and colourful posters, streamers, display material, pamphlets, postage meter dies and other material for office use, window and store display, truck and vehicle display, is available free of charge at your nearest Canada Manpower Centre of the Department of Manpower and Immigration. Phone or write today.

A few facts about your DO IT NOW campaign:

This campaign is designed to encourage the public and businessmen to have more work done during the winter when the labour force is generally not as hard pressed.

This campaign is based on the logic that it pays to have work done in the winter months because the job is usually done faster and better and sometimes there is a savings on materials in the off season.

This is both a national and local campaign, organized from coast to coast in Canada by the Canada Manpower Division of the Department of Manpower and Immigration.

This campaign provides tie-in material for all media and a pre-conditioned Do It Now atmosphere.

This campaign operates from October through March.

What the Federal Government is doing

Here is a list of the measures your Federal Government is taking to create and develop a more buoyant winter economy and a better year-round economy.

Do It Now Winter Employment promotion.

Manpower Mobility program.

Municipal Winter Works Incentive program.

Promotion of NHA Home Improvement, Farm Improvement and Small Business Loans during the winter months.

Promotion of youth and adult training so that business and industry will have the right worker at the right time.

Directives to federal government departments and agencies urging them to time their contracts and purchasing so as to maximize winter work.

For further information please call or write your nearest Canada Manpower Centre of the Department of Manpower and Immigration.